

## FOREWORD

At the time of this writing, the call letters of WORO have become only slightly familiar to the University of Maine community. Aside from occasional authorized (or unauthorized) announcements in The Maine Campus promising "full campus coverage soon," or posters urging students to come to tryouts for a Radio Guild drama, or maybe infrequent broadcasts which reach the ears of inquisitive listeners in the dorms, WORO has to all appearances retired from the campus scene....that is, as far as the audience is concerned. But not to those students who have become directly concerned with the management, programming, and above all engineering problems of the small campus station. At times the engineers have tried to discourage us from believing that WORO would ever have full campus coverage, and it has been difficult to maintain interest in the Radio Guild and in the programming of the station. But, in general, there has been a sort of forced optimism and determination to keep WORO going until the engineering difficulties could be overcome. Through the loyalty and faith, or call it plain stubbornness, if you will, of the guys and gals who believe in communication through WORO as a benefit and boon to the University of Maine, station WORO will succeed.

Carol M. Lord  
May 26, 1956

*Seminar in Speech - Hardner*

## A HISTORY OF RADIO STATION WORO

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## RADIO STATION WORO

Since the idea of the present campus radio station was so enthusiastically put forth in 1949, there has been no complete record kept of its doings. This paper represents an attempt to organize and record all the factual information pertinent to the campus station, including a rather extensive account of previous radio work at Maine, with very little regard to personal interpretation of the material found in hastily filed correspondence and reports and in newspaper articles. Due to the neglect or disregard of station personnel to maintain accurate files, there is little material available for some years. In these cases there has been no attempt to fill in with inaccurate speculation. However, since the writer was directly involved with WORO during 1955-56, more first hand information and less footnoting have been included. The intention of the writer is that this paper may be used as an accurate and complete-as-possible record for future reference.

## BACKGROUND

1924-1928

Radio broadcasting was not an entirely new experience for the University of Maine when plans were begun for the present WORO. Engineering students had built and operated radios of their own before the spring of 1924, when WGBX was licensed as a 100 watt station operating on a wave length of 252 meters. Programs emanated from a studio in Wingate Hall and were broadcast through instruments located in Lord Hall by faculty (mostly) engineers and lecturers.

The first experimental broadcasts went on the air without definite programming, but by February of 1925, WGBX was operating on a regular schedule of Sunday and Wednesday evenings from 7:30-8:30 each week. On every other Wednesday broadcast, fifteen minutes was devoted to addresses by faculty members.<sup>1</sup> Early intentions to increase the power to 500 watts so that WGBX might be heard all over the eastern part of the country were nearly thwarted by an F.C.C. ruling which prohibited increase in power by established stations, but through the efforts of Senator Fred Hale and Justice C.J. Dunn, WGBX was granted a petition.<sup>2</sup> On January 24, 1926, WGBX first began broadcast services to listeners within a 100 mile radius on 234 meters or in present day terms, 1280 kilocycles.

Although financially supported by University funds, broadcasting by WGBX was discontinued in 1928 because the operation expense was too great (and the reception wasn't clear enough over a wide area to make it worthwhile<sup>3</sup>). Much of the equipment was turned over to the Electrical Engineering Department for experimental purposes.<sup>4</sup>

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1. Rowe, Elizabeth: "History of Speech Education at the University of Maine", M.A. 1952.
  2. The Maine Campus, October 7, 1925
  3. Rowe; op. cit.
  4. The Maine Campus, February 23, 1950

## BACKGROUND (cont.)

1933-1949

There seems to be no record of activity in radio broadcasting at the University of Maine until 1933, when programs from a studio in Lord Hall were aired over WLBZ, a commercial station in Bangor.<sup>5</sup> Broadcasting in this manner during 1934-1935 began in the fall on November 17th. Programs were aired five nights a week from 7:45-8:00 "to report to the people of the State interesting developments in scientific and social progress" and were governed by a board of representatives from all sections of the campus.<sup>6</sup>

On October 13, for the school year 1935-1936, the same schedule began with the addition of a one-half hour program on Sunday night by the Public Speaking Department or the English Department.<sup>7</sup> The editor of The Maine Campus reviewed "Campus News" on Friday night, and the remainder of the week was devoted to fifteen minute speeches by faculty members. In 1938 music was added and the fifteen minute speeches resulted in one weekly half-hour discussion.<sup>8</sup>

In 1938 Mr. Delwin B. Dusenbury began instructing a two-hour course in radio broadcasting, the first to be introduced to the speech curriculum. This was a two-semester course designed to give training in mike technique through actual production work and to teach students to understand and appreciate more fully the radio programs being presented at that time. The class met in the "radio room" at Lord Hall, and on Thursday, broadcast its own original scripts--dramas, sketches, interviews and news--to Room #29.<sup>9</sup>

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5. Rowe: op. cit., p. 151.

6. Ibid. p. 154.

7. Ibid. p. 157.

8. Roberts, John: "A Report on Radio to the President and Radio Committee" 1949 (?).

9. The Maine Campus, October 6, 1938.

## BACKGROUND (cont.)

This radio class was also responsible for the University Radio Programs aired over WLBZ every Sunday from 7:30 to 8:00 pm.<sup>10</sup> During 1940 at the suggestion of Dr. Marion D. Sweetman, a Home Economics program was added, but was dropped in 1941. Also during this year, a fifteen minute weekly program called "Lessons in Speech" and more music were added; radio broadcasting and class work became more closely related.<sup>11</sup>

On October 26, 1939, a meeting was held for all students interested in producing radio programs. The students who responded to this invitation were divided into five groups: announcing, drama, production, writing and music.<sup>12</sup> The Maine Radio Guild was officially approved by the Committee on Administration on November 21, 1939,<sup>13</sup> and the first Guild Broadcast on November 26 received favorable commentaries from WLBZ listeners.<sup>14</sup> When many members joined the armed services in 1942, the Maine Radio Guild was operating in full force in spite of the depletion of its ranks. An article which appeared in The Maine Campus said that the war would probably cripple plans but that "plans were more ambitious than ever." However, technical difficulties were holding up the broadcast of such programs as "Faculty Forum," a discussion of economics, political science, government, industry and engineering; "Music from Maine," featuring the band, orchestra and chorus; "The Speech Clinic of the Air," presented by Dr. Howard J. Bunion of the Speech Department; and "This is Maine," a drama program

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10. Rowe: op. cit., p. 163.

11. The Maine Campus, October 7, 1925.

12. Rowe: op. cit., p. 165.

13. Letter from Mr. James A. Gamnett, Registrar, to Mr. Delwin B. Dusenbury, radio speech instructor, November 21, 1939.

14. Rowe: op. cit., p. 166.

## BACKGROUND (cont.)

featuring members of the Guild. These programs were scheduled to begin shortly after November 1, 1942. During 1942-1943 the officers of the Radio Guild were....President, Al Reynolds; Vice President, Bill Brown; and Secretary, Olive Rowel. Members of the production staff included Bill Brown, Olive Rowell, Mary Hemp, Herb Gent, Don Tavernor, Doris Bell, Will O'Neil and Ralph Gould.<sup>15</sup>

In 1948, WGUY also requested programs from the University of Maine, but due to the previous commitments with WLBZ, the request was refused.<sup>16</sup>

1947 saw the origination of a series of programs about university life called "University Town." Annual competition was held by the Radio Guild to chose a "Mr. University" whose voice would become a vocal symbol representing to listeners the personification of the University. During 1947-1948 Lee Davis and George Gonya announced,

"This is Mr. University speaking from University Town. University Town is like any town or community, perhaps yours. It is represented by all classes, denominations, and races. It's democratic. It has its leaders and its followers, and affords the opportunity for all to become leaders. And tonight....." <sup>16</sup>

Since the tryouts for Mr. University were held in 275 Stevens Hall, the present location of WORO studios, it may be assumed that sometime during the 40's, the studio in Lord Hall was abandoned for the other side of the mall,<sup>17</sup> and sometime after May 11 of 1949, the Radio Guild held open house for all the campus at 275 Stevens.<sup>18</sup>

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15. "Report of Radio Committee Meeting", June 3, 1948.

16. The Maine Campus, October 6, 1949.

17. Ibid.,

18. The Maine Campus, April 21, 1949.



## BACKGROUND (cont.)

The first one-half hour drama program by the Maine Radio Guild was broadcast over WLBZ at 10:30 pm. on November 11, 1949. The play was "The Country Store" written by Genette MacNair and Marvin Martin. The cast included Emil Winter (also Mr. University for that year), Joe Zabriskie, Isabelle Burbank, Marvin Martin, Bruno Caliandro, Robert Hamilton and Warren Talbot.<sup>19</sup>

Meanwhile, a radio committee made up of faculty members was established by the University administration, and with Mr. Howard Keyo as chairman set up the following policy:

1. The Radio Committee is to act as the point of contact on the campus for all matters concerning radio broadcasting.
2. All organizations that represent or use the name of the University of Maine over the air shall do so only with permission from the committee.
3. The committee shall consider all special programs.
4. The broadcasting of Baccalaureate and Vesper Services shall come under the jurisdiction of the Radio Committee.
5. Sports broadcasts will be subject to the approval of the committee.<sup>20</sup>

The material thus far presented shows the interest and efforts in establishing radio broadcasting at the University of Maine. The establishment of a permanent campus radio station was yet to come.

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19. The Maine Campus, November 10, 1949.

20. Libby, W.M.: "Report of the Radio Committee," November 7, 1948.



## W O R O

1949 - 1950

In the late spring of 1949, several interested students proposed that the University of Maine build its own campus-wide broadcasting station, but due to lack of time remaining in the school year, further plans were left for fall.

In the fall of 1949, an informal prospectus was drawn up by Herbert Merrill and Edwin Smith, students in the Department of Electrical Engineering, and was presented to the University Administration. The University committee suggested a campus poll to determine student interest in a campus station. A great deal of research was accomplished before the next report was submitted to the committee.<sup>21</sup>

First of all, letters requesting information concerning the cost of construction for already established campus radio stations and the cooperating of programs were sent to twenty-five colleges and universities. Fifty per cent of the letters were returned and revealed these facts: Three of the stations were carrier-current, two were wired-wireless, and seven were AM and FM; the construction costs ranged from \$800 to \$45,000. (The wired-wireless is the name given to a system of transmission lines carrying programs over limited areas and comes within the F.C.C.'s definition of "standard radio station." This system requires that the power be kept so low that transmission cannot be picked up more than 200 feet from the system. Relatively inexpensive, this seemed to be the best system for the University of Maine.<sup>22</sup>) Many of the college stations were members of the Intercollegiate Broadcasting System. (I.B.S. is a central clearing house for program ideas, station plans, exchanges of music and scripts and has done much to further college broadcasting. Its appeal for

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21. Fowles, Keith: "Report of the Proposed Campus Radio Station," 1950

22. The Maine Campus, April 21, 1949.

1949 - 1950(cont.)

the University of Maine station lay in its policy of helping college stations get started and in: arranging contacts with professional radio and business organizations for national advertising.<sup>23)</sup>

Next, six major record companies were asked to send complimentary records....Capitol, R.C.A. and M.G.M. agreed. WGUY in Bangor offered an old transcription library. Departments of the University, considered essential to the operation of the station, agreed to supply.....engineers from the E.E. Department. (and the Radio Amateurs' Club ), records from the Music Department, sound equipment and turntable construction from the Audio-Visual Department, recording equipment and student announcers from the Speech Department, (and Radio Guild), the building of the transmitter from the Physics Department and campus news and events from The Maine Campus. The idea at this point was to organize and operate the proposed radio station through the combined efforts of these different departments. (Unlike the programming of WGBX which was accomplished chiefly by faculty members, all work in the new radio station was to be done by students for the purpose of (1) increasing school spirit, providing an outlet for campus talent, and providing a source for daily news and special student interest programs, and (2) practical training for students interested in professional work.<sup>24)</sup>

Since the committee had wisely questioned the legality of the plan, investigation into F.C.C. rules and regulations was made. The answer appeared to be in the affirmative ( if the new campus station was to use the wired-wireless system outlined in a report written by Byron Kretzman <sup>25)</sup>). Such a campus station could legally operate on Rule 2.102.

23. The Maine Campus, April 21, 1949

24. The Maine Campus, February 16, 1950

25. Kretzman, Byron H.: "A Campused Broadcasting System" April 30, 1949

On Thursday evening, March 9, 1950, between 6:30 and 9:00 pm., dormitories, fraternities and South Apartments were invaded by designated people who obtained these results from the requested Campus Poll: out of 2705 poll sheets, 1928 (71%) were returned....777 (29%) not returned; out of the number returned, 1894 (98%) said "yes" to a campus station, 34 (2%) said "no" ; out of the number returned, 926 (47%) preferred an evening program schedule, 286 (14%) preferred an afternoon schedule and 775 (39%) preferred both an afternoon and evening schedule. Preference of programs shown by the poll were (1) music, (2) news, (3) sports, (4) drama, (5) special events, (6) concerts, (7) educational and (8) discussions.

A tentative program schedule was drawn up for the presentation of music, news and sports for a six-six hour week, or from three o'clock in the afternoon to nine o'clock in the evening, Sunday through Friday. A budget was also planned including expenses for a transmitter, turntables, microphones, sound proofing and maintenance. It was estimated that purchased materials would cost \$450.00, but that student constructed apparatus would greatly decrease expenditures.<sup>26</sup> Since the main drawback was lack of finances, appeals for assistance were made to various groups on campus.<sup>27</sup>

Besides articles which appeared in The Maine Campus, another method of calling the proposed station to the attention of the students was the publication of a mimeographed paper called "The WORO Newsletter." Although the call letters of the station had not yet been approved, this newsletter appeared sometime before Christmas of 1949 telling of progress and plans under clever headings such as "Kilocycle Kapers," "Musical Notes," and "Dissa and Data."

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26. The Maine Campus, March 30, 1950.

27. Fowles, op. cit. (includes all material in this section so far unless otherwise footnoted )

1949-1950 (cont.)

Late in March of 1950, The University Radio and Publicity Committee, approved the proposed report and campus legality was established. A meeting was held with members of the committee and a student group to discuss the set up and F.C.C. regulations. The new station was accepted provided that technical and financial difficulties could be worked out satisfactorily. Howard A. Keyo, chairman, expressed an opinion that the proposal was well organized but funds were definitely needed.<sup>28</sup> (President Arthur A. Hauck suggested that there be no local advertising, but national advertising from national sponsors would be acceptable.)

The committee had felt that some group should accept the responsibility for the radio station; the Radio Guild was asked and accepted the task. Jay Winters was chosen Chief Engineer and John Thayer, Station Manager.<sup>29</sup> Mrs. Phyllis D. Williamson of the Speech Department was the production advisor, and Professor Walter J. Creamer, the technical advisor.<sup>30</sup>

The date of the first broadcast was announced by Keith Fowles, chairman of the radio station committee, for May 17, Maine Day. Plans called for a three hour broadcast six days a week instead of the previously planned six hour broadcast time.<sup>31</sup> The hours were from five to eight in the evening, Sunday through Friday.

Meanwhile, the engineering plans had changed considerably. The original wired-wireless system with its low power central transmitter was replaced by a carrier-current system.<sup>32</sup> The "carrier current" comes under Part Fifteen of the F.C.C. Rules and Regulations which provides that "restricted radiation devices may be operated without a license provided no interference is caused to regular radio services and further, that the field intensity therefore not exceed fifteen microvolts per meter at a distance

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28. The Maine Campus, March 30, 1950

29. Fowles, Keith: "Progress Report of Radio Station WORO," summer 1950

30. The Maine Campus, April 27, 1950.

31. The Maine Campus, May 1, 1950.

32. The Maine Campus, May 4, 1950. Keith Fowles, May 23, 1950.

1949-1950 (cont.)

of lambda over two pi ( 157,000 feet divided by the frequency in kilocycles." Violation of this rule is subject to penalties set forth in the Communications Act of 1934...up to and including a \$10,000 fine and/or two years imprisonment.<sup>33</sup> Bruce Schwab, an engineering student, tested the system to determine its intensity and signal which was considered to be well within the F.C.C. regulations.<sup>34</sup> Schwab also solicited aid from the Bangor HydroElectric Company in bypassing two power transformers from primary to secondary lines by condensers as suggested by the F.C.C. to keep the voltage low.<sup>35</sup>

By the end of the year, much work had been done on the transmitter, the soundproofing for the studio had been purchased along with two turntables, a microphone, two telephones,<sup>36</sup> a clock for the control room, a talk-back, a speaker, and the studio control room window was enlarged.<sup>37</sup> The call letters (several sets had been submitted to the F.C.C. for approval) were finally assigned on June 8, 1950<sup>38</sup>

Although the proposed budget was exceeded in the final analysis by over twenty-five dollars, the graduating seniors donated \$500.00 as a class gift which was commemorated by a plaque stating, "This station was made possible by the class of 1950."<sup>39</sup>

On May 25, 1950, came the inevitable report in The Maine Campus; "Because of an unexpected delay in receiving F.C.C. assignments, the University of Maine radio station will not go on the air this spring." This was due to

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33. Letter from T. J. Slowie, Secretary of F.C.C., to Keith Fowles, May 23, 1950.

34. Fowles: op. cit., summer, 1950.

35. Letter from Bruce Schwab to the Speech Department, May 22, 1950.

36. Fowles: op. cit., summer, 1950.

37. Weymouth, Al: "Annual Report of the Radio Guild," 1949-1950.

38. Letter from T. J. Slowie, Secretary of F.C.C., to Keith Fowles, June 8, 1950.

39. Fowles: op. cit., summer, 1950.



1949-1950 (cont.)

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the limitations of frequency set up by the F.C.C. Although further tests run by Bruce Schwab revealed that carrier-current operation was feasible, plans were postponed until fall. 40

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40. The Maine Campus, June 8, 1950.

1950 - 1951

On September, 1950, plans for the radio station were announced in The Maine Campus. Two meetings had already been held at which members of the staff were appointed as follows: Mary Lynn, Production Manager for weekly broadcasts, Martin Needham, Assistant Production Manager, Bob Colby, Chief Script Writer, John Thayer, Assistant Script Writer, Dave Haskell, Music Department, Bruce Schwab, Head Technician, Al Weymouth, Station Manager, and Bill Messner, Assistant Manager... (later Leonard Silver was announced Program Director.<sup>41</sup>) Mrs. Phyllis D. Williamson was still the faculty advisor.<sup>42</sup> The Mr. University for the year, chosen from seventy-five applicants, was Henry Berry and his runner-up was Tom McDonough.<sup>43</sup>

The F.C.C. finally gave its OK to station WORO. The transmitting equipment, parts of which had been sent for, arrived, the studio was in the process of being sound-proofed and the date of broadcast was again scheduled... this time for January, 1951.<sup>44</sup> Although everything appeared to be running smoothly, the only radio broadcasting done by the University of Maine during 1951 was the regular programming of the Radio Guild through station WIBZ in Bangor. In March an original script called "Listen to the People" written by Alvan Musky won a contest sponsored by the Radio Guild and the Maine Masque Theatre, and was broadcast in observance of International Theatre Month. The play was directed by Marguerite Floyd assisted by Malcolm Chadbourne, Harold Thomas and Carver Washburn.<sup>45</sup>

One very bright spot to close the year on was the donation of \$500.00 by the senior graduates as a gift from the class of 1951.

- 41. The Maine Campus, December 7, 1950
- 42. The Maine Campus, September 28, 1950.
- 43. The Bangor Daily News, ~~Sept.~~, 1950.
- 44. The Maine Campus, November 2, 1950.
- 45. The Maine Campus, March 29, 1950.



1951 - 1952

On October 7 and 8 in 1951, the Radio Guild held tryouts for Mr. University. One Hundred students responded to these auditions.<sup>46</sup> From these, Mike Boyd was chosen Mr. University for 1951-1952.<sup>47</sup>

In the spring as part of UNESCO month, the Radio Guild and the Maine Masque sponsored another script contest, this time extending invitations to participate throughout the state. Judges for the contest were Miss Hilda Fife, Mrs. Phyllis Williamson, Professor Herschel S. Bricker, Jan Pratt and Bob Ellingwood. The award was \$10.00, 2 tickets for a Masque play, and the chance to see the actual production of the winning script. The winner was Edward F. Holden, a Presque Isle high school science teacher, the play..."The Free Philippines." The cast for this production included Henry Berry, Ben Pike, John Davis, Dick Stillings, Martin Gerrish, Carol Prentiss, Mik Mickalonis, Larry Wright, Herb Wing, Dick Newdick, Mary Libby, Rosemary Ferris, Bob Ellingwood, Marilyn Brown and Faith Taylor. Leonard Silver as the director was assisted by Betty Rowe. Music and timing were handled by Maxine Dresser and Jeanning Wortman.<sup>48</sup>

The financial problem once again was somewhat alleviated by a class gift. At a senior assembly on May 28, the class of 1952 voted to donate \$500.00 to be used by WORO, after an appeal made by Leonard Silver.<sup>49</sup> Acknowledgement of the gift was made in October of 1952 and the money was turned over to the Radio Guild for deposit in its regular checking account.<sup>50</sup>

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46. The Maine Campus, October 8, 1951.

47. The Maine Campus, October 30, 1952.

48. The Maine Campus, March 27, 1952.

49. The Maine Campus, May 29, 1952.

50. Letter from Professor Wofford Gardner to Mr. Howard Mayo, October 30, 1952.

1952 - 1953

Once again an optimistic outlook prompted WORO officials to set a first broadcast date for early November. A work order was issued for the laying of a coaxial cable from the studio in 275 Stevens Hall to the basement of that building where the higher lines were located. Carver Washburn, Chief Engineer, announced that tests would be run at 700 kc's "for a few weeks!" The major engineering problem now was to find a practical method of feeding output into the electric power lines. This was solved by the Department of Electrical Engineering, assisted by the Bangor Hydro-Electric Company. January rolled around, and tests were still being run. In an article appearing in The Maine Campus, WORO asked students to monitor test broadcasts on Tuesdays and Thursdays from eight to nine o'clock on 700 kc's and send their comments to 275 Stevens.<sup>51</sup> These trial broadcasts reached the Elms and the Elms Annex (1300 kc.), North Dorms 5 and 6 (1650 kc.), Oak Hall (800 kc.), Dunn Hall, (1650 kc.), Hannibal Hamlin Hall, TKE and TEP.<sup>52</sup>

At last the day approached. Announcements of the opening ceremonies on February 15 at eight o'clock "to initiate regular broadcasting service to the University of Maine campus" were sent out to faculty members and other guests.<sup>53</sup> At the opening ceremony, President Arthur A. "Auck was introduced by student announcer, Ben Pike. Master of Ceremonies, T. Russell Woolley (now faculty advisor of WORO and the Radio Guild), interviewed Dean Joseph M. Murray, Professor Wofford G. Gardner, Mr. Howard A. Keyo, Mr. Charles E. Crossland, Professor Carl Blake, and Professor Brooks W. Hamilton who all gave brief opinions on what WORO would mean to the University.

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51? Letter from Carol Prentiss, President of the Radio Guild, to Mr. Woolley, faculty advisor, February 7, 1953.

52. The Maine Campus, February 12, 1953.

53. The Maine Campus, January 23, 1953.

1952-1953 (cont.)

Alumni, Bill Mincher of WLBZ and Bob Patten of WABI ; spoke as past members of the Guild. Mr. Eduard Guernsy, Manager of station WLBZ, presented a console valued at \$2,200, which had been loaned by the Maine Broadcasting System of which WLBZ was an affiliate. Mr. Samuel Henderson, manager of WGUY, offered the loan of a turntable and records. Students present were Carol Prentis, Robert Ellingwood, Station Manager, Mike Boyd, Chief Announcer, Gregor McFarlon, President of the class of 1952, and Carver Washburn, Albert Beaulieu and Timothy Wadmen, engineers. The Varsity Singers conducted by Professor James G. Selwood, gave several selections. After the hour-long ceremony, WORO remained on the air until ten o'clock. Broadcasting was then continued, Sunday through Friday, from eight until ten in the evening.<sup>54</sup> Through an announcement of the dignitaries present at the opening ceremony, which appeared in The Bangor Daily News, people from the outside began to hear about WORO.<sup>55</sup>

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54. The Maine Campus, February 19, 1953.

55. The Bangor Daily News, February 17, 1953.

1952-1953 (cont.)

Engineering:

In the fall of 1953 a requisition was obtained for the use of 275 Stevens Hall from six to ten-thirty in the evening, on Sunday through Friday, throughout the semester.<sup>56</sup> Following a discussion between Mr. Carl Hutchins, the campus electrician, and Carver Washburn, Chief Engineer of WORO, Mr. T. Russell Woolley requested permission from the office of buildings and grounds to have a coaxial-type wire to the 2300v. powerline, connecting where service was taken from that line at Stevens to the WORO transmitters antenna circuit. The purpose of this was to test the signal strength of the transmitter.<sup>57</sup> This work was still not accomplished in January when Mr. Woolley requested information from I.B.S. regarding a 5,000 VAC capacitor through which to couple to the 2300 v. primary line. Mr. Allen Parlin, Acting Engineering Director of I.B.S., had already suggested the coupling of a carrier-current transmitter to the low voltage side of the transmission lines, but WORO's tests obtained better results from the primary connections. Those tests had revealed that few transformers needed to be jumped due to the capacitance of the "old type transformers" which were installed.<sup>58</sup> Mr. Woolley once again explained to Parlin why the low voltage lines would not work...because the campus is stretched out to such an extent that long lines would be necessary, and that the University Administration would not permit lines to go through the air, and no steam tunnels were cleared enough to permit underground passage. He also explained that WORO wanted to distribute audio frequency to buildings which did not receive a carrier-current signal (such as the South Apartments). A phone line to one

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56. Requisition from Dean of Women, Edith Wilson.

57. Letter from Mr. T. Russell Woolley to Francis S. McGuire, Office of Buildings and Grounds, September 23, 1952.

58. Letter from T. Russell Woolley to Allen Parlin, Acting Engineering Director of I.B.S., January 19, 1953.

1952-1953 (cont.)

building had already been installed with a small phono-oscillator at that point. Trenches to other buildings were also proposed for the purpose of installing other such lines.<sup>59</sup>

In the meantime, Mr. Woolley wrote to Bates College requesting information about the set up of the Bates station.<sup>60</sup> Plans were made for four phone lines and phono-oscillators to signal through a building by direct radiation.<sup>61</sup> The University granted permission to use available telephone lines with the understanding that broadcasting would be terminated "when and if an academic or administrative need requires it."<sup>62</sup> Further investigation revealed that charges for each circuit connection were \$7.50 and rental was \$1.75 per quarter of a mile airline distance per week, or less and 6 $\frac{1}{2}$  for each additional quarter mile, and \$3.50 per quarter mile airline distance with \$1.25 added each one quarter mile for a week or more.<sup>63</sup>

The WORO "monster" named "Frankie" was finally installed in Estabrooke Hall on March 7, 1953, after bouncing about from Estabrooke to Stevens to the carpenter shop and back. This transmitter appeared to be a metal box <sup>four</sup> ~~forty~~-one feet high and <sup>two</sup> ~~twenty~~ feet square.<sup>64</sup>

Early in April of 1950, broadcast hours were extended to 7:55-11:00, six nights per week.

### I.B.S.:

Sometime before November of 1952, WORO applied for trial status

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- 59. Letter from T. Russell Woolley to Allen Perlin, January 28, 1953.
  - 60. Letter from Brooks (?) at Bates to Mr. T. Russell Woolley, January 7, 1953.
  - 61. Letter from Mr. T. Russell Woolley to William G. Stevens at Bates College, February 2, 1953.
  - 62. Memorandum from Henry L. Doten, Business Manager of the U. of M., to Mr. T. Russell Woolley, January 30, 1953.
  - 63. Letter from E.L. Merriman, Manager of New England Telephone and Telegraph Company, to Mr. T. Russell Woolley, (not dated)
  - 64. The Maine Campus, March 12, 1953.



membership to the Intercollegiate Broadcasting System.<sup>65</sup> I.B.S. was informed that station WORO would soon go on the air and it was estimated that full campus coverage would mean a potential listening audience of 2100 students.<sup>66</sup> Finally WORO announced that it had begun broadcast.<sup>67</sup>

The College Radio Corporation, an organization which represents college radio stations to national sponsors and which became, at a later date, the agent of I.B.S., offered several benefits that WORO was interested in... package programs and a newscast plan. However WORO was informed that it would have to obtain full membership from I.B.S. before these were made available.<sup>68</sup> Mr. Woolley then returned unsigned contracts which had previously been sent by C.R.C., because WORO did not wish to have C.R.C. as sole representative...as an affiliate station of I.B.S., WORO was already represented by the Thomas F. Clark Company.<sup>69</sup> On March 6, C.R.C. placed a phone call to WORO, giving the information that records were being shipped and that WORO could apply immediately for full-membership status in I.B.S. WORO's application was in the mail the following day.

"The University of Maine Radio Guild operating station WORO desires to apply for membership in the Intercollegiate Broadcasting System. In accepting Membership in the I.B.S. we, the undersigned, certify that the University of Maine Radio Guild agrees to comply with the articles of the constitution and the codes of the I.B.S. as established by the I.B.S. Governing Council, and agrees to pay the established annual dues of twenty-five dollars (\$25.00) for Member Groups, for which it shall remain liable unless written notice of its resignation shall not have been submitted to and acknowledged by the I.B.S."

This document was approved by Professor Wofford Gardner, head of the Department of Speech, and undersigned by Carol E. Prentiss, President of the Radio Guild, Robert B. Ellingwood, Station Manager-WORO, and T. Russell

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- 65. Letter from Richard H. Crompton, Station Relations Manager, I.B.S., to Carver Washburn, November 9, 1952.
  - 66. Letter to David W. Borst, Operations Manager, I.B.S., December 3, 1952.
  - 67. Letter from Bob Ellingwood to David Borst, February 18, 1953.
  - 68. Letter from Robert Vance, Jr., Operations Manager, ESRC, February 27, 1953.
  - 69. Letter from T. Russell Woolley to Robert Vance, Jr., March 4, 1953.

Woolley, Faculty Advisor of the Radio Guild and WORO.<sup>70</sup>

Advertising:

One very confusing element at this point is the relationship between C.R.C. and E.S.R.C ( Eastern States Radio Corporation). When WORO requested information about ~~the~~ E.S.R.C. newscast plan, C.R.C. was recommended as national sales representative.<sup>71</sup>

In April of 1953, WORO was asked to obtain a listeners survey for C.R.C. Those dorms then reached by WORO were the Elms and the Elms Annex, North and South Estabrooke, the South Apartments, North Dorms 1, 3, and 5, and Oak Hall making the total potential student listening audience about 1390. These are the results of the survey.<sup>72</sup>

Time	No. of contacts	Radios in Use	No. Tuned to I.B.S.
8-9 pm	54	24	13
9-10 pm	54	24	10
10-11 pm	55	18	12

On January 19, 1953, President Arthur A. Hauck approved the installation of a United Press teletype machine from the ESS.R.C.<sup>73</sup> Much later in April, the American Tobacco Company offered the newscast program series to WORO for the 1953-1954 college year. Full details were to be sent just as soon as the United Press investigated the availability of teletype circuits.<sup>74</sup>

Early in May, a contract was signed with C.R.C. to broadcast forty, one-minute commercials for the United States Airforce which would net approximately \$55.00.<sup>74</sup>

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70. Letter from ~~Tobacco~~ Russell Woolley to Robert R. Vance, Jr., March 7, 1953.

71. Letter from Robert R. Vance, Jr., to Michael Boyd, January 6, 1953.

72. "Listenership Survey," Richard B. Stevens, Program Director, WORO, April 16, 1953.

73. Letter from Professor Wofford G. Gardner to Mr. Charles E. Crossland, January 24, 1953.

74. Letter from Robert R. Vance, Jr., to Station Manager, WORO, April 20, 1953.



1952-1953 (cont.)

E.S.R.C. also agreed to send records free of charge, until a national advertiser was found to sponsor the show, in exchange for the broadcast of a package musical program.<sup>76</sup>

### Music:

Obtaining records was one of the stations major difficulties. The University Administration had given approval to a plan for advertising music companies in return for records sent by them to WORO.<sup>77</sup> In March arrangements were made with Andrews Music Company by which WORO could secure ten records per week in exchange for two, one-half hour shows per week.<sup>78</sup>

WORO was also placed on the shipping list of Radiodiffusion Francaise to secure "Masterworks from France," "Songs of France," and "Paris Star Time," all electrical transcriptions.

Bob Ellingwood made arrangements with WGUY which offered records and a spare turntable.<sup>79</sup> An R.C.A. turntable was turned over to WORO to use until it was needed by WGUY.<sup>80</sup>

### Financial:

A proposed budget drawn up by the business department offered the following methods of obtaining financial aid:

1. Subscription. Probably this method would not be well-received by subscribers who feel radio belongs to the people, and also, free radio entertainment competition is great.
2. An allotment from the University Budget. This was considered impractical because the station would be capable of sustaining itself and the University would have an

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76. Letter from ~~Th~~ Russell Woolley to Richard H. Compton, Station Relations Manager, I.B.S., February 2, 1953.
  77. Letter from Professor Wofford G. Gardner to Mr. Charles E. Crossland, January 24, 1953.
  78. Prentiss, Carol: "Annual Report of the Radio Guild, 1952-53.
  79. Letter from Radiodiffusion Francaise to WORO, February 20, 1953.
  80. Letter from Samuel Henderson to T. Russell Woolley, February 27, 1953.

1952-1953 (cont.)

unnecessary expense.

3. National advertising. This would be partially effective but would mean dependence on agents and limitation of national accounts.

4. Local and campus advertising. This, plus national advertising, would be the "ideal solution" to meet the proposed budget.<sup>81</sup>

Included in the finances for 1952-1953, not already mentioned, were the purchases of an acoustifier for the studio, a bi-directional cardioid microphone, orders for a pressure microphone (type 88-B) for sports and outdoor work, and twelve sound effects records.<sup>82</sup>

One of the more festive occasions for WORO was the award presentations meeting on Wednesday, May 20. At this meeting awards were presented to students for their work with WORO and the Radio Guild and to encourage future participation in these organizations. The awards were as follows: four gold mikes (lapel pins) for outstanding participation in both the Radio Guild and WORO to Mike Boyd, Carver Washburn, Al Beaulieu, and Ben Pike; silver mikes for outstanding work in one of the two organizations to (Radio Guild) Janet Head, Carol Prentiss, Constance Zoschka, Marilyn Brown and Robert Ellingwood; (WORO) Mark Cohen, Sidney Cronsberg, Charles Hewins, Jr., Perlestone Pert, Jr., and Jeannine Wortman; certificates of achievement to John Davis, Maxine Dresser, Walter Bitel, Richard Eustis, Donald Freeman, Earl Mushroe, Joseph Rigo, Charles Snell, Dale Sterns, Richard Stephens, David Switzer, Mary Jane Tozier, David Brezger, Timothy Wadman, Stanley Milton, Ronald Devine, Harold Baker, and Richard Newdick. The awards were presented by Mr. Woolley, who received a gold mike for his work as advisor.<sup>83</sup>

81. Report of the Business Department to Michael Boyd, May 11, 1953.

82. Prentiss, Ibid.

83. The Maine Campus, May 28, 1953.

1952-1953 (cont.)

Woro was progressing steadily, if not rapidly, along the outline form set up by Keith Fowles and his committee in 1950. Much of the technical work had already been successfully accomplished, and there were plans ahead to gather a basic network of dorms. Other plans for the future included such widely different things as removal of the partition in the control room, securing further income, revising the Radio Guild Constitution, or writing a new one for the radio station, and trying "to educate all interested persons to the idea of a station which operates as a distinct service for the campus, and which continues from year to year with success."<sup>84</sup>

Students at the University of Maine had their own ideas about station WORO. In its column entitled "Opinionettes," The Maine Campus printed these remarks from students who were asked what they thought of the campus radio station:

"Potentially, station WORO can serve as a link for students all over campus and through decent programming, its services may become irreplaceable."

"I would suggest something be done about the sound of the announcers' voices. They sound as if they have frogs in their throats."

"I enjoy the station. It has good musical programs. I especially enjoy the "Boyd's Nest" by Mike Boyd. The programs are all good and well planned."<sup>85</sup>

The University of Maine was beginning to realize the potentialities of a campus radio station even though they couldn't appreciate its technical and financial difficulties.

#### The Radio Guild:

At an executive meeting on October 13, 1952, the Radio Guild revised the constitution. Announcement of auditions for announcer of the weekly radio

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84. Fowles, Keith: "Progress Report of WORO outline," November 12, 1952.  
85. The Maine Campus, March 26, 1953.

shows being broadcast over WLBZ was made by Mr. Woolley.<sup>86</sup> It was decided that Mr. University no longer had any particular significance to WORO. Out of twenty-four contestants, Mike Boyd, a former Mr. University, won first place and Carol Prentiss was chosen as his alternate.<sup>87</sup>

The first Radio Guild show of the fall semester was aired over WLBZ at 10:35 pm. on Monday, November 10. The program was in the form of a discussion on the topic of permanent wage and price controls in the United States. Taking part in the discussion were Carol Prentiss, Bertha Norris, Mark Lieberman, Phil Nectow, and Larry Wright as moderator. The program was produced by Bob Ellingwood, assisted by Connine Zoschka and John Davis.

The Guild was granted permission for the spring semester to use 275 Stevens on Sunday evenings from six to eight-thirty for rehearsal of the WLBZ broadcasts.<sup>88</sup>

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86. The Bangor Daily News, November 15, 1950.

87. The Maine Campus, October 30, 1952.

88. Requisition from Dean of Women, Edith Wilson, January 29, 1953.

1953 - 1954

Engineering:

Since the telephone lines had been disconnected over the summer vacation, the first step in the fall of '53 was to requisition the connection of those lines from 275 Stevens Hall to Estabrooke Hall, Balentine Hall, Dunn Hall, Oak Hall and the Elms. A request was also made for a line to the Union Building.<sup>89</sup>

A brief write-up of WORO which appeared in The Portland Sunday Telegram on November 22, 1953, stated that a staff of sixty members operated the station which soon hoped to extend broadcast hours to the afternoon as well as evening.

Besides the engineering difficulties with the transmitter and lines, another constant problem source was the lack of and poor condition of equipment within the station. A bit of luck fell to WORO when, at a conference held on January 20, 1954, with Mr. Bergeson of the Audio-Visual Department, Mr. Henry Doten, Professor Wofford Gardner, Mr. Nelson B. Jones, Dean Mark Shibles, Professor T. Russell Woolley and Mr. Charles Crossland, the new Magnecorder belonging to the Union Building was turned over to the Audio-Visual Department which might, in turn, loan it to any other organization. A statement drawn up by Mr. Bergeson and Mr. Woolley said, in essence, that the machine would remain in the WORO control room indefinitely as long as it was handled by an authorized operator, and could be used by other organizations upon application. The Audio-Visual Department was to assume all costs for repairs and maintenance.<sup>90</sup>

Just when WORO appeared to be enjoying its biggest boom period,

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89. Requisition ordered from Mrs. Mildred Willott, Telephone Exchange at University of Maine, September 18, 1953.

90. Memorandum from Charles E. Crossland to T. Russell Woolley, January 22, 1954.



1953-1954 (cont.)

disaster struck...this time with the F.C.C. and this time, causing such a set back to the station that it is yet struggling to overcome the difficulties imposed by a combination of engineering problems and F.C.C. regulations. An article about radio station WORO which appeared in The Maine Alumnus of January, 1954 came to the attention of Mr. Curtis B. Plummer, class of 1925, at the time, chief of F.C.C. Broadcast Bureau. In the interest of "hoping to avoid a situation where I might later find myself officially at odds with my Alma Mater," Mr. Plummer wrote informally to President Hauck asking for information...especially technical matters;...about station WORO. He explained that to hold the direct radiation from the distribution network at a very low limit was a difficult standard to meet.<sup>91</sup> President Hauck turned this letter over to Mr. Crossland who forwarded it to Mr. Woolley for an explanation. Mr. Woolley at once contacted Carl Blake, who was then the engineering advisor.<sup>92</sup> Mr. Blake then offered three alternatives: (1) talk people in letting things slide as they were, (2) operate a small licensed AM station, (3) or feed audio to each dorm or fraternity via telephone lines, build a good crystal controlled low power transmitter in each location, and employ a wave filter similar to one in Estabrooke to prevent excessive loss and interbuilding interference.<sup>93</sup> The first two suggestions were obviously out of the question. The third might work if financial support could be arranged. However, WORO still did not believe that it was violating any F.C.C. rules. Mr. Woolley told Plummer that WORO would welcome an inspection or test by the F.C.C. but that engineering students had previously made tests, by traveling about campus in radio equipped car and indicated that there was an absence of signals except near

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91. Letter from Curtis B. Plummer to President Arthur A. Hauck, January 26, 1954.

92. Letter from Mr. T. Russell Woolley to Mr. Plummer, February 8, 1954.

93. Note from Carl Blake to T. Russell Woolley, February 7, 1954.

1953-1954 (cont.)

high tension electrical carrying lines.<sup>94</sup> Mr. Plummer's reply explained the procedure for determining whether or not WORO was in compliance with F.C.C. regulations. He advised that an unofficial check be made. If WORO was not legally operating and F.C.C. engineers did the testing, immediate action might not be taken, but then again, it might.<sup>95</sup>

On April 27, field intensity readings were made by two engineering students to determine the strength of WORO's signal. The results were unsatisfactory. Steps were taken to try to reduce the strength. It was found that when the coupling was reduced to a point where the signals were within the established limit, there was no signal at all. This was attempted by a "half-power" switch on the transmitter which reduced the signal strength to one-third of the previous amount. It was also discovered that the strength was not as great when the load on the carrier lines increased in the evening. For the time being, the best idea seemed to be for the station to continue operation on the one transmitter to serve one building alone. Station Engineer, Carver Washburn, began building a small generating unit recommended by I.B.S. in hopes that the idea of placing small transmitters in each dorm would be a solution to the problems.<sup>96</sup>

#### Programming:

In spite of technical difficulties, WORO continued programming. During 1953-1954, broadcasting hours were expanded; the station went on the air each evening, Sunday through Friday at seven o'clock and signed off at twelve-ten.<sup>97</sup> A new program idea was added; every Monday from nine until nine-fifteen, a telephone quiz game (called "Telequiz") was presented.

Campus students selected at random from the student list were called on

- 95. Letter from Curtis B. Plummer to T. Russell Woolley, February 23, 1954.
- 96. Letter from T. Russell Woolley to Curtis B. Plummer, May 7, 1954.
- 97. Rigo, Joseph; "Annual Report of Radio Guild," 1953-1954.



1953-1954 (cont.)

the telephone and for the correct answer to questions taken from newspapers, T.V., or The World Almanac, received free tickets to "angor movie theatres."<sup>98</sup>

Something else new in the way of programming was afternoon broadcasting during the fall semester finals period. Planned by Carl Brooks, music began at three o'clock in the afternoon and continued until the regular sign-on time in the evening when the regular programs ran as scheduled.<sup>99</sup>

There was some discussion as to what use the Memorial Union Building might make of the services of WORO and vice versa. Such ideas as broadcasting to the Union, station WORO's use of Union equipment, and a "Union Hour" which might be a regular feature program of WORO, were left up to members of a Union Committee and Station Manager, Mike Boyd, for further discussion.<sup>100</sup> However, nothing definite was ever done about this.

A very special broadcast occurred on February 25. A celebration was held in the studio in honor of WORO's first birthday - complete with birthday cake and one candle. Mike Boyd and John Davis were the emcees for the one-half hour broadcast which was attended by station personnel and faculty guests, President and Mrs. Arthur A. Hauck, Mr. and Mrs. Charles E. Crossland, Professor Wofford G. Gardner, Mr. and Mrs. William L. Whiting, and Professor and Mrs. T. Russell Woolley. Mr. Woolley gave a brief history of WORO, tape recorded interviews with students in the Union building were heard, and Don Freeman was announced as succeeding Station Manager.<sup>101</sup>

A very successful play-by-play broadcast of the Rhode-Island-Maine football game was brought to the University of Maine audience from Kingston,<sup>102</sup>

98. The Maine Campus, April 1, 1954.

99. Rigo: ibid.

100. Letter from Nelson B. Jones to members of Union Committee, Mike Boyd, and T. Russell Woolley, October 12, 1953.

101. The Maine Campus, February 25, 1954.

102. Letter From Woolley to Bruce, Mng. U. Store Co., September 9, 1953.

1953-1954 (cont.)

Advertising:

The Rhode Island-Maine broadcast was made possible by the University Store Company, which agreed to pay \$175.00 for telephone line installation and rental, transportation and other expenditures of staff members who traveled to Kingston, and any maintenance bills: the costs actually amounted to only \$94.00.<sup>103</sup> In return, the sponsor's name was mentioned at the beginning and closing of the broadcast. The University Store Company was promised option to sponsor any other games away from campus not otherwise broadcast by a commercial station.<sup>104</sup>

Another national sponsor was added to WORO when Mike Boyd and Don Freeman signed a contract with Camel Cigarettes for spot announcements on the late music show (10:00-11:00pm.)<sup>105</sup>

On January 2, WORO took a major step when a contract was signed with the Eastern States Radio Corporation by Mike Boyd, Mr. Woolley, and Robert R. Vance, Jr., President.<sup>106</sup>

I.B.S.:

WORO maintained its status as a full member of the Intercollegiate Broadcasting System during 1953-1954. Three members of the staff, Don Freeman, David Switzer, and John MacGregor attended an annual I.B.S. conference at Amherst, Massachusetts.

Radio Guild:

During January the Radio Guild and the Maine Masque began preparations for another International Theatre Month program to be broadcast in March.<sup>107</sup> On March 25th at 10:30 pm., a half-hour presentation of "The Life of Henrik

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103. Letter from T. Russell Woolley to Harold L. Bruce, Manager of University Store Company, October 17, 1953.

104. Letter from T. Russell Woolley to Harold L. Bruce, Manager of University Store Company, September 9, 1953.

105. Time Order, C.R.C., November 23, 1953.

106. E.S.R.C. Contract, January 2, 1954.

107. Letters from Bricker to Woolley, Jan. 20 and 27, 1954

1953-1954 (cont.,)

Ibsen" was aired over station WLBZ. The cast, directed by Professor T. Russell Woolley, included Stanley Milton, Roger Bowman, Beth Bedker, Nick Carter, Bruce Arnold, Howard Danner and Richard Morse.<sup>108</sup>

In May, once again the Radio Guild presented awards to those who had worked with station WORO or the Guild. Those who received awards are as follows: silver lapel pins...Dale Sterns, David Switzer, Constance Zoschka, Elizabeth Bedker, Roger Bowman, John Davis, Elizabeth Hurd and Stanley Milton.. gold lapel pins... Michael Boyd, Carver Washburn, Donald Freeman, John Macgregor and Joseph Rigo....gold certificates...Charles Hewins, Doris Loomer, Carl Brooks, John Charles, Mark Cohen, Robert Erikson, Cyrus Miller, Frederick Newhall, Richard Rose, Charles Snell, Thomas R. Brackett, and Frank Stone. ...silver certificates...John Atwood, Thomas E. Brackett, Sidney Cronsberg, Howard Danner, Duane Dow, Roger Frey, Patricia Gill, James Golden, Harold Kyte, Jane Littlefield, Carol Loud, Gail Lyons, Richard Morse, Merton Robinson, Salvatore Scarpato, Mary Jane Tozier, Clement E. Wilson, and C. Donald Woodman.<sup>109</sup> Although the campus community in general was hearing little about the radio station, these lists reveal a large number of students who had showed interest in WORO during 1953-1954. Even at this point when only one dorm was picking up the signal from the station WORO certainly could not be called a failure.

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108. The Maine Campus, March 25, 1954.

109. The Maine Campus, May 20, 1954.

1954 - 1955

During 1954-1955, WORO's difficulties did not lie only in engineering and money matters. In spite of the efforts of Station Manager Donald Freeman, there was a great lack of cooperation between members of the staff. Mr. Woolley did not return to Maine in the fall of '54, and his position was (not quite) filled by Mr. Phillip Joyce, who did not understand nor fully appreciate Woro's problems. Furthermore, many of the competent and informed station staff of the previous years were among the graduates in June 1954.

As far as this writer can find, no records of any kind were kept for WORO during this year and so it is impossible to refer to any specific data. The log schedule shows that advertising spots were bought by Sleeper's Clothing Store, and the Pizza Houses; Campus News was sponsored by Craig the Tailor, Career Hour by Career Publications, News and Sports Report by the American Tobacco Company, and a D.J. show by Camel cigarettes.

Before the year was over, Mr. Joyce left the University for the Armed Services. Miss Reta Graham, a former University student and Radio Guild member, and during 1954-1955, <sup>a speech instructor,</sup> accepted the job of faculty advisor for the remaining weeks of school.

Of main importance, however, is the fact that station WORO, did remain on the air. But, there was a big load left for those who were to take over in the fall.

1955 - 1956

In the fall under Doris Loomer, station management was reorganized. The "one-man system" of the previous year was abandoned. The new set-up called for one engineer and a junior (training) officer and senior announcer to be on duty each evening. Broadcast hours were <sup>from 7:00-</sup> 12:00 (actually 6:58 to 12:05) each evening Sunday ~~through~~ Friday.

An attempt at organizing programming, continuity, and business departments was only half-hearted and therefore not successfully worked out.

Engineering problems appeared hopeless although John MacGregor, Chief Engineer assisted by Sid Kimber and Larry Lowd was working on another new system. This system, calling for one large transmitter centrally located, and approximately twelve small transmitters with receiving tubes, which would be placed in dorms and fraternities, with the intention of eliminating the phone lines and covering the entire campus. Work was extremely slow and not too efficient.

MacGregor trained engineers to run the board, and the Chief Announcer, Stan Glish, auditioned and trained announcers; most of the station personnel for the entire year were Freshmen.

#### Advertising:

Advertising contracts arranged by C.R.C. were signed with participating sponsors, Career Publications, Inc., Pratt and Whitney Aircraft, and North American Aviation for a seven months term (October 24, 1955-May 1956).<sup>110</sup> One minute spots for each company were read alternately five nights a week on a fifteen minute program called "Career Hour". After several shifts of broadcast time the program settled on 9:30, Monday through Friday.<sup>111</sup>

110. I.B.S. Time Order, October 24, 1955

111. Letter from Phillip Knowles, Operations Manager of C.R.C., to Doris Loomer, October 24, 1955.  
Contract Modification, October 27, 1955.



## 1955-1956 (cont.)

Also along the national line, The American Tobacco Company, more specifically Lucky Strike cigarettes, continued to sponsor news and sports over WORO.<sup>112</sup>

Craig the Tailor and Vergie's Clothing Store in Orono, were sponsors of a fifteen minute program of recorded music called "Cafe Sunset" aired five nights a week. Paid spot announcements were made for Park's Hardware and Variety Store, also in Orono.<sup>113</sup>

Very little other definite information can be found for the first semester; much of the correspondence was tossed out and there seems to be no written reports available.

In January, the Station Manager announced that she was leaving school before finals, and the Program Director, Carol Loud, assumed the responsibility of WORO management for the remainder of the year. Chief Engineer MacGregor also resigned to leave school, but his position was not filled until the second semester.

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112. Lucky Strike Program Sheet for 1955-1956.

113. Station Logs, 1955-1956.

Management:

At the beginning of the second semester, a Radio Guild meeting was held for the dual purpose of discussing spring semester programming and arousing some enthusiasm within the group. The attendance, which had been very low at irregularly scheduled "gripe sessions" during the year, was considerably increased.

Following this meeting, three new staff positions were assigned for Chief Engineer and Directors of Continuity and Traffic Departments. The list of department heads now stood as follows:

Station Manager-	Carol Loud
Program Director	
Business Manager	Cyrus Miller
Traffic Director	Beatrice Reynolds
Continuity Director	Mary Maher
Music Director	Elizabeth Collins
Women's Features	Sue Haddrell
News and Special Events	Richard Dillenbeck
Sports Director	Thomas Brackett
Chief Announcer	Stanley Clish
Chief Engineer	Joel Graffman

The announcers and engineers were reassigned schedules which would not interfere with their studies, and several new announcers and engineers were trained to fill positions left vacant by students who didn't make ranks. Otherwise, the staff remained the same for the rest of the year.

Programming:

There was a complete revision of the program schedule for the second semester. The special events department. was sadly lacking in



programming although several tape recorded interviews with notable guests of the University, such as Alec Templeton, were aired over WORO. The quiz program, previously directed by Doris Loomer, was turned over to Joseph MacCarthy, an announcer. One program which was quite successful all year was "Minitor"...a take-off on "Monitor." Beatrice Reynolds produced "Carousel," a program of recorded music from Broadway musicals and the movies. Very late in the semester there was an attempt on the Station Managers part to produce half-hour drama shows using scripts obtained from L.B.S. Because of the lack of time and interest, only three of these programs were tape recorded and aired. Two electrically transcribed dramatic presentations were aired quite regularly. "Proudly We Hall" produced as a public service by the United States Army and "World Theatre" produced by the British Broadcasting Corporation. Another special feature program was a tape recorded discussion entitled "London Forum" also produced by the B.B.C. These B.B.C. programs were sent at a request of Mr. Gerald Beckwith, faculty advisor.<sup>114, 115</sup>

"Career Hour" continued as during first semester with announcements from the Office of Student Aid and Placement being made during each broadcast.

#### Engineering:

Nearly all work on the transmitters was discontinued after John Mac Gregor left. A large transmitter had been installed in Dunn Hall, but it was discovered that although the system worked in theory, there arose a very difficult problem of high harmonics which interfered with the reception of local radio stations operating in Bangor. Also the receiving tube

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114. Letter from Mr. Gerald Beckwith to Marion Morse, B.B.C., October 19, 1955.

115. Letter from Mr. Gerald Beckwith to Jane Stanley, Program Department, B.B.C., October 19, 1955.

1955-1956 (cont.)

which was designed for the twelve smaller transmitters to be installed in dorms, fraternities and South Apartments was not satisfactory. Not all of these transmitters had been completed. Sid Kimber, who had previously worked with MacGregor, accepted the job of "removing the bugs" from the system but soon after dropped the task. Seven telephone lines were still installed, although there were no transmitters operating for several of them. At the close of the semester, only Dunn Hall, Balentine Hall, the Elms, and parts of Hannibal Hamlin could receive WORO broadcasts. The administration had been contacted as to the installation of the new transmitters with these specifications resulting:

1. All wiring and equipment installations in vaults must be accomplished by the Department of Plant and Facilities.
2. Good engineering practices in installing must be approved by the Department of Plant and Facilities.
3. Work orders must be secured for 110 v. outlets for the transmitters where such were not available. <sup>116</sup>

Plans for the school year of 1956-1957 were to test this system further and if no satisfactory results were obtained, to find a way to finance enough telephone lines to be connected to each of the small transmitters.

### Music;

Much of the music aired over WORO was in the form of electrical transcriptions supplied free of charge from the Army and Navy Departments and the Veterans Administration, and <sup>from</sup> Radiodiffusion Francaise. In answer to Mr. Beckwith's request, R.F. sent "Masterworks from France," "Songs of France," and "Paris Star Time" to station WORO. <sup>117</sup>

One special feature music program was "Holland Festival," 1954-55. <sup>118</sup>

116. Letter from William C. Wells, Dormitory Manager, to Professor Gardner, February 6, 1956.
117. Letter from Denise Falk, R.F., to Mr. Beckwith, September 30, 1955.
118. Letter from J. van den Bogaert to Mr. Beckwith, September 28, 1955.

1955-1956 (cont.)

Several efforts were made to obtain record service from the Columbia Record Plan, but the expense involved was more than WORO could handle. This idea has been left open for consideration next fall.

However, beginning in March, WORO was able to attain records from the "Top Ten" each week from Viner's Music Store in Bangor in return for mentioning the donor over the air. The only other records being received by the station were sample disks which arrived at irregular intervals from Choral Records; there seems to be no record of how this happened to come about.

A record filing system was planned and carried out by Elizabeth Collins, Music Director, assisted by Bruce Hodgeman. A cross file of 78 and 45 r.p.m. records was completed on Maine Day, May 9, 1956. The records themselves were filed in a studio cabinet which had been obtained through the Speech Department early in the fall semester. Filing of the 33 speed or LP's was left for the following year.

#### I.B.S.:

In answer to a request from the Intercollegiate Broadcasting System, Mary Ellen Sanborn was chosen as the WORO representative for I.B.S. at the beginning of the semester.

A major development occurred when WORO announced its intention to resign from I.B.S. A dispute which had arisen between I.B.S. and C.R.C. resulted in their division. WORO had to choose between I.B.S. and its new agent, the F. Hill Company,<sup>119</sup> and the C.R.C. which set up the National Association of College Broadcasters.<sup>120</sup> A letter from station WRUV informed WORO that the University of Vermont had decided to join the NACB as a

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119. Letter from Phillip Knowles, Operations Manager, C.R.C., to Carol Loud, April 17, 1956.

120. Letter from William Paine, Station Manager, WRUV to Station Manager, WORO, April 13, 1956.

charter member, and that if Maine did the same, both stations would be in district fourteen operating under that organization.<sup>121</sup> The station manager and faculty advisor of WORO felt that the services rendered by I.B.S. were not particularly beneficial to this station, and the C.R.C. offered nearly the same benefits at a much lower fee of twenty-five dollars membership fee and one dollar per year dues. On May 18th WORO officially resigned from the I.B.S. and joined the College Radio Corporation.<sup>122</sup>

The Radio Guild:

The Radio Guild was not very active during this period and little was accomplished at the sparsely scattered meetings. Much of this was due to the difficulty of maintaining interest since WORO's engineering problems prohibited the "full campus coverage" which everyone had been anticipating for this year. At the final meeting for the year, held in the Union Building on May 15, 1956, the new Guild officers were elected.

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121. Letter from Carol Loud to H. Christian Jacobson, February 23, 1956.  
122. Letter from Mr. Gerald C. Beckwith to James R. Wylie, I.B.S., May 18, 1956.

## CONCLUSION

This is the history of WORO.

In spite of ups and downs...engineering and financial problems, dissention among the ranks, believers and disbelievers...on May 25, 1956, station WORO, completed nearly four years of broadcasting service to the University of Maine. The station is still very young, and although it appears that more than ~~an~~ inevitably anticipated share of problems has attempted disaster at every turn, WORO has maintained itself. Its position is not yet established, but the fact that it has a four year survival period to its credit is worth continued struggle (if it must be struggle) in the next few years. Cooperation on the part of those involved and an earnest belief in what WORO stands for as a service to the State University, will increase station standards, and thereby, the efficiency and quality of programming.

This is the future of WORO.



A P P E N D I X

## OFFICERS OF THE MAINE RADIO GUILD

1947 - 1948

President ..... Henry Hoggman  
Vice President ..... Lawrence Litchfield  
Secretary ..... Margaret Hanks  
Treasurer ..... Robert Warren

1948 - 1949

President ..... Lawrence Litchfield  
Secretary ..... Norma Drummond  
Treasurer ..... George Gonya  
Publicity Agent ..... Margaret Hanks  
Program Director ..... Reta Graham

1949 - 1950

President ..... Albert Weymouth  
Vice President ..... Robert Arnold  
Secretary ..... Beth Lee Judkins  
Treasurer ..... Keith Fowles  
Publicity Co-Chairmen ..... Frances Lubovitz  
Shirley Look

## 1950 - 1951

President ..... Robert Colby  
Vice President ..... John Thayer  
Secretary ..... Amo Kimball  
Treasurer ..... Isabelle Burbank

1951 - 1952

President ..... Robert Ellingwood  
Vice President ..... Constance Zischka  
Secretary ..... Faith Taylor  
Treasurer ..... Barbara Hobbs  
                      \*Constance Zoschka

1952 - 1953

President ..... Robert Ellingwood  
\*Carol Prentiss

Vice President ..... Carol Prentiss  
\*Benjamin Pike

Secretary..... Maxine Dresser

Treasurer ..... Benjamin Pike  
\*Marilyn Brown

\* Replacements during the school year.

## 1953 - 1954

President ..... Donald Freeman  
Secretary ..... Mary Jane Tozier  
Treasurer ..... David Switzer

## 1954 - 1955

President ..... Joseph Rigo  
Secretary..... Doris Loomer  
Treasurer ..... Cyrus Miller

## 1955 - 1956

President ..... David Switzer  
Secretary ..... Frederick Newhall  
Treasurer ..... Robert Johnson  
\*Robert Armstrong

\* Replacement during the school year.

## MEMBERS OF WORO STAFFS

1949 - 1950

Station Manager.....John Thayer  
Chief Engineer ..... Jay Winters  
Production Supervisor..... Martin Needham  
Chief Continuity Writer..... Robert Poulin  
Public Relations Directors ..... Frances Lubovitz  
Shirley Look

1950 - 1951

Station Manager .....(first semester) Albert Weymouth  
(second semester) William Messner

Chief Technician .....Bruce Schwab

Chief Control Man.,(first semester) Christopher Parker  
(second semester) Carver Washburn

Chief Announcer.....Jay Winters

Continuity Director.....Robert Colby

News Director.....John Thayer

Sports Director..... Richard Vaughan

Music Director..... David Haskell



1951 - 1951 - 1952

Station Manager.....Leonard Silver  
 Chief Engineer.....Carver Washburn

1952 - 1953

Station Manager.....Robert Ellingwood  
 Assistant Station Manager.....John Davis  
 Chief Engineer.....Carver Washburn  
 Chief Announcer.....Michael Boyd

1953 - 1954

Station Manager.....Michael Boyd  
 Program Director.....Donald Freeman  
 Chief Engineer.....Dale Stearns  
 Chief Announcer.....John Davis

1954 - 1955

Station Manager.....Donald Freeman  
 Program Director.....Doris Loomer  
 Chief Engineer.....John Mac Gregor  
 Chief Announcer.....Frederick Newhall

1955 - 1956

Station Manager.....(first semester) Doris Loomer  
(second semester) Carol Loud

Program Director .....Carol Loud

Chief Engineer.....(first semester) John MacGregor  
(second semester) Joel Graffman

Chief Announcer.....Stanley Clish

Continuity Director..... Mary Maher

News and Special Events Director....Richard Dillenbeck

Sports Director .....Thomas Brackett

Music Director.....Elizabeth Collins

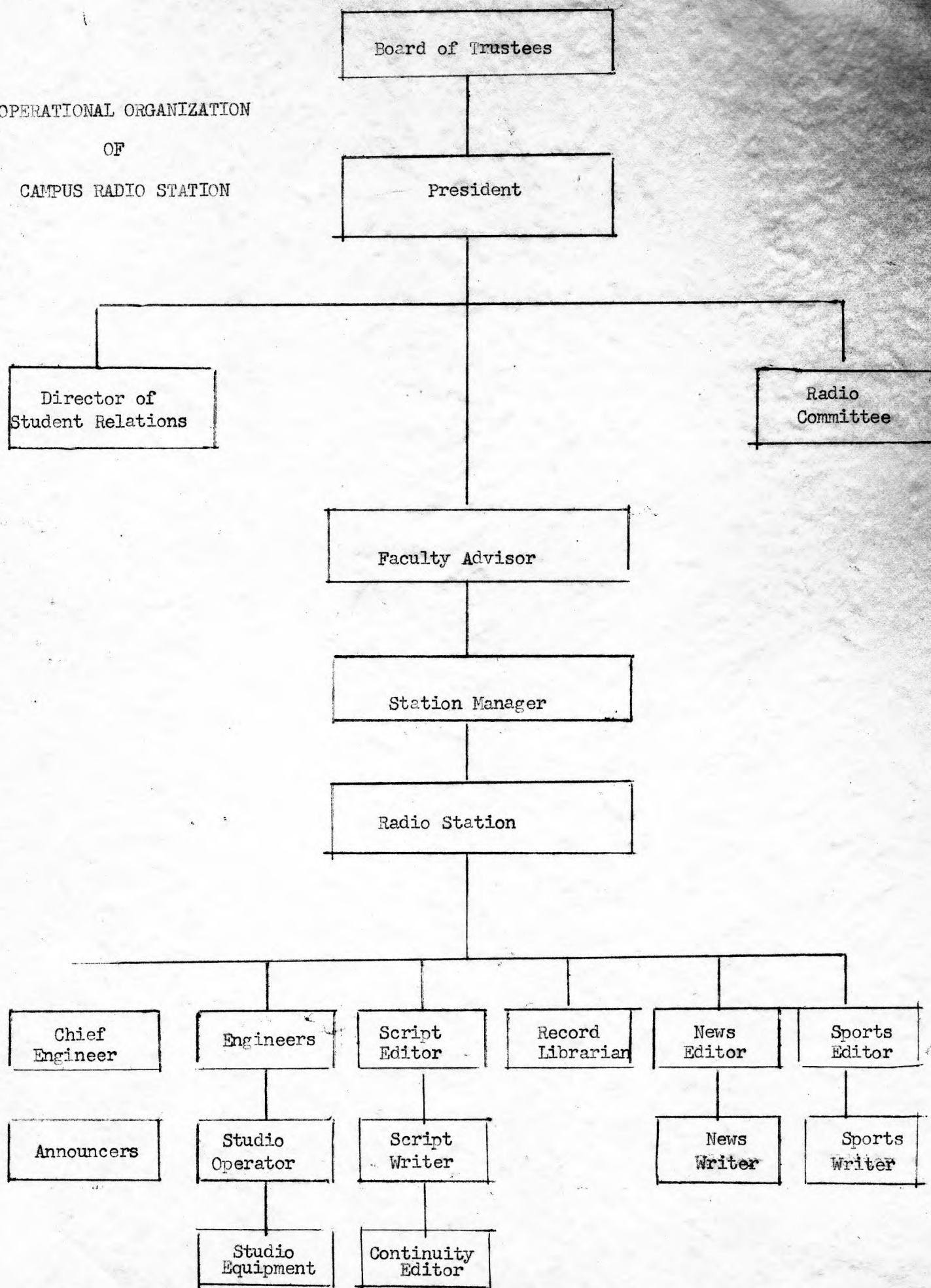
Traffic Director .....Beatrice Reynolds

Women's Features Director.....Susan Haddrall

Business Manager.....Cyrus Miller

I.B.S. Representative.....Mary Ellen Sanborn

OPERATIONAL ORGANIZATION  
OF  
CAMPUS RADIO STATION



## B I B L I O G R A P H Y

## CORRESPONDENCE

- Letter from James A Gannet to Melwin B. Dusenbury, November 21, 1939
- Letter from Bruce Schwab to the Speech Department, May 22, 1950
- Letter from T.J. Slowie to Keith Fowles, May 23, 1950
- Letter from T.J. Slowie to Keith Fowles, June 8, 1950
- Letter from T. Russell Woolley to Francis S. McGuire, September 23, 1952
- Letter from Professor Wofford G. Gardner to Howard Keyo, October 30, 1952
- Letter from Richard Crompton to Carver Washburn, November 9, 1952
- Letter from (?) to David W. Borst, December 3, 1952
- Letter from Robert R. Vance, Jr. to Michael Boyd, January 6, 1953
- Letter from Brooks (?) to T. Russell Woolley, January 7, 1953
- Letter from T. Russell Woolley to Allen Perlin, January 19, 1953
- Letter from Professor Wofford G. Gardner to Charles E. Crossland,  
January 24, 1953
- Letter from T. Russell Woolley to Allen Perlin, January 28, 1953
- Requisition from the Dean of Women, Edith Wilson, January 29, 1953
- Memorandum from Henry L. Doten to T. Russell Woolley, January 30, 1953
- Letter from T. Russell Woolley to Richard H. Crompton, February 2, 1953
- Letter from T. Russell Woolley to William G. Stevens, February 2, 1953
- Letter from Carol Prentiss to Mr Russell Woolley, February 7, 1953
- Letter from E.L. Merriman to T. Russell Woolley, February, (?), 1953
- Letter from Radiodiffusion Francaise to WORO, February 20, 1953
- Letter from Robert Vance, Jr. to WORO, February 27, 1953
- Letter from Samuel Henderson to T. Russell Woolley, February 27, 1953
- Letter from T. Russell Woolley to Robert Vance, Jr., March 4, 1953

Letter from Robert Vance, Jr., to Station Manager, WORO, April 20, 1953

Letter from T. Russell Woolley to Harold Bruce, September 9, 1953

Requisition ordered from Mrs. Mildred Willett, September 18, 1953

Letter from Nelson B. Jones to members of the Union Committee, Mikhael Boyd, and T. Russell Woolley, October 12, 1953

Letter from R. Russell Woolley to Harold Bruce, October 17, 1953

Time Order from College Radio Corporation, November 23, 1953

Letter from Herschel L. Bricker to T. Russell Woolley, January 20, 1954

Memorandum from Charles E. Crossland to T. Russell Woolley, January 22, 1954

Letter from Curtis B. Plummer to President Arthur A. Hauck, January 26, 1954

Letter from Herschel L. Bricker to T. Russell Woolley, January 27, 1954

Note from Carl Blake to T. Russell Woolley, February 7, 1954

Letter from T. Russell Woolley to Curtis B. Plummer, February 8, 1954

Letter from Curtis B. Plummer to T. Russell Woolley, February 23, 1954

Letter from T. Russell Woolley to Curtis B. Plummer, May 7, 1954

Letter from J. van den Bogaert to Gerald Beckwith, September 28, 1955

Letter from Denise Falk to Gerald Beckwith, September 30, 1955

Letter from Gerald Beckwith to Jane Stanley, October 19, 1955

Letter from Gerald Beckwith to Marion Moore, October 19, 1955

Time Order from Intercollegiate Broadcasting ~~System~~, October 24, 1955

Letter from Phillip Knowles to Doris Loomer, October 24, 1955

Letter from William C. Wells to Professor Wofford G. Gardner, February 6, 1956

Letter from Carol Loud to H. Christian Jacobson, February 23, 1956

Letter from William Paine to WORO, April 13, 1956

Letter from Phillip Knowles to Carol Loud, April 17, 1956

Letter from Gerald Beckwith to James R. Wylie, May 18, 1956



## DOCUMENTS AND REPORTS

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Fowles, Keith, "Report of the Proposed Campus Radio Station, " 1950 (?)

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 October 6, 1938  
 April 21, 1949  
 October 6, 1949  
 November 10, 1949  
 February 16, 1950  
 February 23, 1950  
 March 30, 1950  
 April 27, 1950  
 May 4, 1950  
 June 8, 1950  
 September 28, 1950  
 November 2, 1950  
 December 7, 1950  
 March 29, 1951  
 October 8, 1951  
 March 27, 1952  
 May 29, 1952  
 October 30, 1952  
 January 23, 1953  
 February 12, 1953  
 February 19, 1953  
 March 12, 1953  
 March 26, 1953  
 May 28, 1953  
 February 25, 1954  
 April 1, 1954  
 May 20, 1954

The Bangor Daily News:

September (?), 1950  
 November 15, 1950  
 February 17, 1953

The Portland Sunday Telegram:

November 22, 1953